

**THE REWEAR REVOLUTION**

**SFW HUB PLYMOUTH**

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## **INTRODUCTION**

Join us for SFW Hub Plymouth... A creative hub celebrating vintage resellers, upcycled fashion brands, slow fashion labels, charities, rental subscription services, creators, clothing, jewellery and accessory repair services, resale platforms, sustainable fashion consultants, textiles makers, manufacturers, sampling studios, film screenings and more!

The Plymouth Hub will be designed and delivered by Abigail, a sustainable fashion designer, consultant and owner of Studio Realine, a responsible fashion platform selling preloved and reworked fashion.

Working with the community, our aim is to help make sustainable fashion accessible. Taking a creative, grassroots approach, we seek to empower people with skills and resources to help drive a positive shift in our relationship with clothes. Experience a sustainable fashion market, workshops, talks, fashion show and a swap shop and more! Engage with local designers, creatives and businesses, fostering connections and inspiring collaborations. Don't miss this exciting, transformative event!

*Date: Saturday 30 September and Sunday 1 October 2023*

*Venue: Devonport Guildhall, Plymouth*

@sfwhub.plymouth @abigaileaton @studiorealine

## **SUSTAINABLE FASHION WEEK**

Sustainable Fashion Week is all about bringing the community together to take creative action and change the fashion system.

Taking a grassroots approach, Sustainable Fashion Week empowers people with the skills and resources to help drive a positive shift in our collective relationship with clothes. By emphasising the different ways people can take action for a greener fashion future, no matter their background or budget.

This is done by delivering on-the-ground activities such as workshops, talks, events and sustainable fashion retail to resource consumers in changing their fashion habits. Connecting those taking action to change the fashion system by providing a platform to amplify their work.

Sustainable Fashion Week has built a powerful platform of resources for consumers and businesses alike, along with a strong and connected #SFWcommunity - across the UK and beyond.

This is about you! Be part of our growing community and take action to inspire your networks.

## **ABOUT**

### **SFW Hub Plymouth**

For the first time this year Sustainable Fashion Week is partnering with organisations and individuals across the UK and internationally, to bring you 'Regional Hubs'. SFW Hub Plymouth aims to be an immersive and accessible space where people all across the southwest, can come and be inspired, learn new skills and share knowledge. Collectively changing our relationship with fashion through providing a platform for sustainable designers, and encouraging caring, repairing, reworking and re-wearing the clothes we already have.

### **Devonport Guildhall**

SFW Hub: Plymouth, will be taking place at the iconic Devonport Guildhall, a community led space from Real Ideas. Working alongside the Nature and Neighbourhoods team, who support businesses, groups and communities in creating a positive impact. They are committed to making a positive social impact and have created a space where people can learn, grow and thrive together. So the venue's reputation for sustainability, aligns perfectly, making it an ideal location for SFW Hub Plymouth.

### **Abigail Eaton**

The program has been designed and led by Abigail Eaton, a sustainable fashion designer and consultant. With over 15 years working as a luxury womenswear designer in the heart of London, her mission is to now help transform the harmful fashion industry which she has done for the past decade. Guiding purpose driven fashion brands, through design and product development, consulting, and mentoring. Helping to implement circular strategies, that create a positive and measurable impact.

## **THE REWEAR REVOLUTION!**

Our theme for SFW this year is the rewear revolution which celebrates everything preloved, secondhand, handed-down, reworked and reworn.

It is action driven and has the sustainable fashion community at it's core. We believe that there is so much value and importance found in preloved clothing. From the stories passed down with every garment, to the intricate vintage stitch work found in a seam. We want to celebrate and showcase how we can actively reduce fashion's impact on people and the planet.

We want to celebrate and showcase the value of preloved clothing, as part of a new fashion system that actively reduces its impact on people and planet. Which in turn will help participants have a better understanding of the value of preloved clothing and feel inspired to opt for preloved over new.

Participants will have a better understanding of how to swap, rent and find preloved clothing, learn basic mending skills that facilitate the rewearing of damaged clothing, reduce their purchases of new clothing, reducing fashion waste.

## **PILLARS**

There are many ways in which the system needs to change, but we've developed calls to action in four stand-out areas.

### **#reconnect**

DO reconnect yourself with the process of how your clothing is made

DO become an activist take action for change

DO reconnect with your community to share skills and knowledge

DO take a stand and be represented. Sustainable fashion must include and be accessible to people from all communities

DO reconnect with the impact of overconsumption and join this movement for change

### **#repurpose**

DO repair clothing, keeping it in use for longer

DO create new clothing with pre-loved textiles

DO keep textile waste out of landfill by finding new uses for it

### **#rewear**

DO invest in preloved clothing to avoid buying new

DO host clothing swaps and share clothing with your network

DO explore local rental schemes to avoid buying new

DO feel pride in wearing outfits again and again (and again!)

### **#regenerate**

DO choose organic, regenerative or recycled fibres, if buying new

DO centre garment workers' rights and wellbeing when you choose where to shop

DO wash and care for clothing in a way that reduces its environmental impact

DO reject fast fashion - holding brands to account and demanding an end to fashion's exploitation of people and planet

## THE VENUE | DEVONPORT GUILDHALL



### **How to find us**

Devonport Guildhall, Ker Street, Plymouth, PL1 4EL.

### **Parking**

Carparks in the area include: Mutton Cove, Granby Way, Duke St, Brickfields. There is limited on street parking available on Ker Street, but please be considerate to residents living in the area.

### **Bike storage**

Limited secure bike storage is available outside to the front of the building. There are Beryl bikes to hire on Cumberland Road.

### **Accessibility**

Disabled access via the rear of the building. Areas of uneven ground in some areas due to heritage restrictions. Lift access to upper floors. Disabled toilet facilities available downstairs and upstairs. Hearing loops are available.

### **Buses**

Buses stop less than a 5 min walk away on Cumberland Road.

### **Walk**

30 minute walk from Theatre Royal in the City Centre.



## DEVONPORT GUILDHALL - THE HALL

### The Market

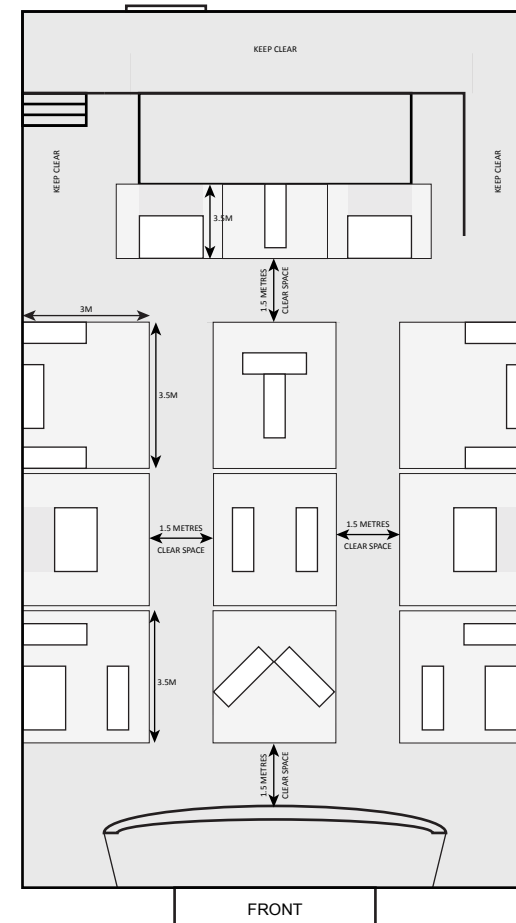
The main Hall is the location for the market on both Saturday 30th September and Sunday 1st October.

As we will have the fashion show in the same space, this means all rails, tables etc will need to be moved to another room at the end of the day on Saturday, and set up again on Sunday morning.

The layout of each creative collaborator space is flexible and you will have the opportunity to create your own 'shop space'. This means you should think about your area and make it aesthetically pleasing. Think about having different heights and layers to draw customers in. This could be rails, tables and perhaps other props like mirrors and plants. You could also just have a single rail or table, but you should supply this.

Please see the suggested layout for 12 potential areas. This layout is quite spaced out, so we still have room for additional designers if needed and we are quite flexible with how much space you have. Just keep in mind we will have a minimum of 1.5 metres of walking space at the front, sides and back of the room.

We will be releasing more information about the details of the market soon.



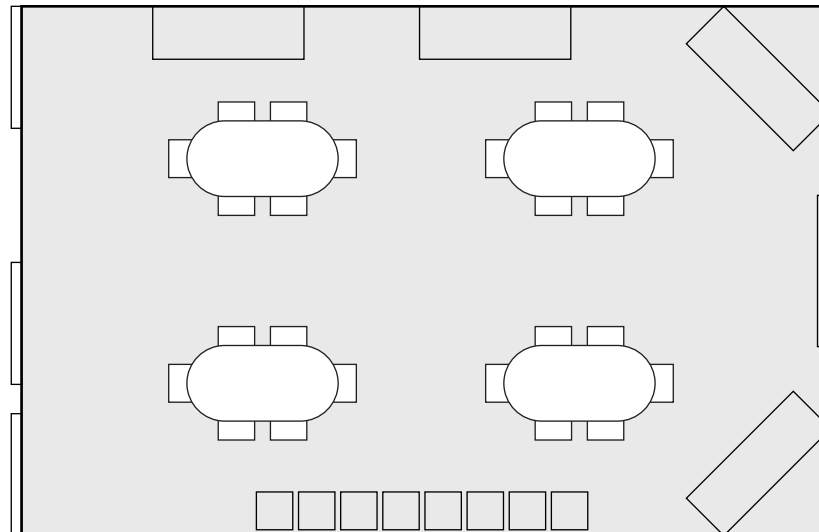
## DEVONPORT GUILDHALL - THE PARLOUR

### The Workshops

The Parlour is the location for the work shops on Saturday 30th September.

There will be multiple workshops and activities happening in this room. Therefore, if you are running any workshops, it may potentially be busy and noisy, so please keep this in mind when planning your event. Please see the suggested layout for 4 potential tables which we can supply. We also have smaller tables if preferred. Just keep in mind we will have a minimum of 1.5 metres of walking space down the centre of the room.

These will be a paid for and ticketed. We will be releasing more information about the details of the workshops soon.



## DEVONPORT GUILDHALL - THE HALL

### The Talk

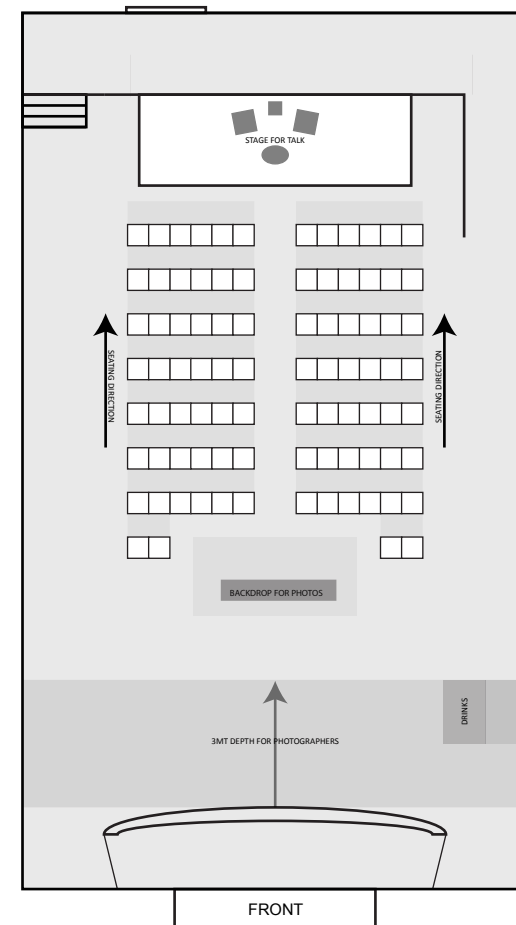
On the evening of Saturday 30 September, will be the talk and fashion show. Which will take place in the Hall.

Seating will be laid out facing the stage, where the talk will take place. *\*The quantity and positioning, is subject to change depending on the amount of tickets sold.*

Once finished, the audience will need to stand, so the seating can be rearranged for the fashion show.

There will be a small bar available throughout the evening, for the audience to purchase drinks.

This and the show will be a paid for, ticketed event. We will be releasing more information about the details of the talk soon.



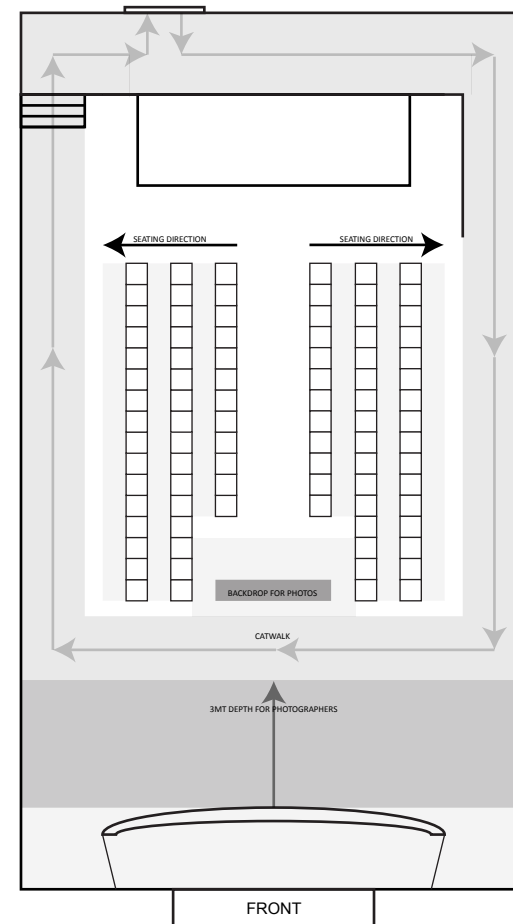
## DEVONPORT GUILDHALL - THE HALL

### The Fashion Show

Continuing on from the talk, will be the fashion show. This will take place in the same place. The models will walk through the back door in a clockwise direction, around the room, exiting through the same door. The audience seats will face outwards. *\*The quantity and positioning, is subject to change depending on the amount of tickets sold.*

Note, there is a slope on one side of the room and steps on the other, so if there are any models needing an accessible route, (please let me know) they would need to return in the same direction they came from.

This and the talk will be a paid for, ticketed event. We will be releasing more information about the details of the show soon.

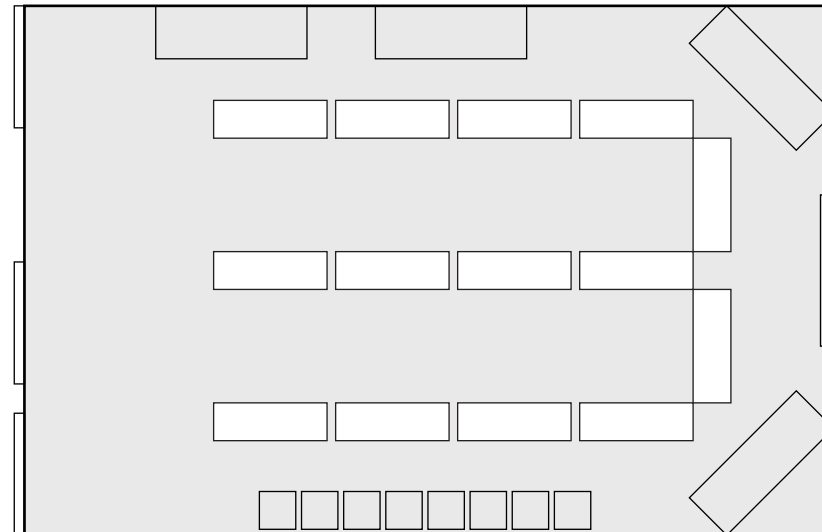


## DEVONPORT GUILDHALL - THE PARLOUR

### Swapshop

The Parlour is the location for the swap shop on Sunday 1 October. We will be releasing more information about the details of how this will work soon.

There will be rails, tables and baskets. We are hoping to include, gently used; men's, women's, children's, plus sizing, accessories etc. This will be an affordable paid for, ticketed event.



**DAY 1 | PROGRAMME**  
*(Timings are subject to change)*

**Saturday 30 September**

**9-9:30am**

Market stall holders arrive and set up in the Main Hall  
Workshop hosts arrive and set up in the The Parlour  
Hedgerow Hound opens for vegan food/drinks for stallholders

**10am**

Devonport Guildhall opens to public  
Market starts  
Workshops start  
Hedgerow Hound open for vegan food/drinks for everyone

**3pm**

Workshops finish  
Devonport Guildhall closes to public

**3-3:30pm**

Marketstall holders pack up & move clothes/rails to The Parlour  
OR  
Take goods home, if not doing the Sunday market

**3:30pm**

Designers and models arrive for fashion show

**3:30-6:30pm**

Fashion Show Rehearsals in the Main Hall

**6:30pm**

Set up seating in hall for talk  
Models to be ready  
Speaker(s) arrive

**7pm**

Doors open to public  
Drinks / Music  
Audience seated for talk

**7:30pm**

Talk starts

**8pm**

Chairs moved to position for fashion show  
Photographers into position  
Audience seated  
Models dressed into first looks

**8:30pm**

Fashion show starts

**9pm**

Designers pack up after show and move garments to cars/leaves

**9:30-10pm**

Chairs to be packed away  
Event Finishes

## **DAY 2 | PROGRAMME**

*(Timings are subject to change)*

### **Sunday 1 October**

#### **9am**

Market stall holders arrive + set up  
Set up swap shop in The Palour  
Hedgerow Hound open for vegan food/drinks for stallholders

#### **10am**

Devonport Guildhall Opens  
Market and swap shop start  
Hedgerow Hound open for vegan food/drinks for everyone

#### **3pm**

Devonport Guildhall closes to public  
Marketstall holders pack up  
Swap shop closes

#### **4pm**

Devonport Guildhall closes to everyone

## **MARKETING**

Everyone involved will play an important role in bringing in an audience and marketing the SFW Hub Plymouth. All participants are expected to actively promote the event in the run up to it, during and after. Capturing behind the scenes content and sharing it with your followers, to help create a sense of buzz and excitement and drive sales. Please tag us on all posts @sfwhub.plymouth on Instagram so we can share and promote you and your brand. Use the hashtags #SFWcommunity #SFWHubPlymouth #SustainableFashionWeek #sfw2023 Your engagement and collaboration will be crucial to the success of the event.

Over the next month, we will be creating a post highlighting each business on Instagram. As well as highlighting some through blog posts and potentially sharing to Sustainable Fashion Week. Therefore, we request your social media handles and websites, as well as high-quality imagery (1-10 images) AND / OR a video (for a reel), please also include one paragraph bio about you and your brand. This can be something you have already posted or shared. If you are taking part in the fashion show, please also include a paragraph (between 150 - 200 words) about the work you'll be showcasing. If possible, we will be adding a mini press release to the seats of the audience on the night.



**ABIGAIL EATON**

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**SUSTAINABLE FASHION WEEK**

Website | <https://www.sustainablefashionweek.uk>

Full SFW Programme | <https://www.sustainablefashionweek.uk/sfw-2023>

SFW Hub Plymouth Programme | <https://www.sustainablefashionweek.uk/plymouth-hub>

**DEVONPORT GUILDHALL**

Website | <https://nature-neighbourhoods.realideas.org/devonport-guildhall-and-column/>